



## Department of Public Relations

### 2017 Goals

#### 2017 Capital Requests:

- **Town Promotional Videos (create Assistant Dir. Of P.R. position)** - \$40,000-\$50,000/yr.
- **Website Redesign Launch or Redesign through existing host** - \$1,000-\$8,000
- **InDesign Training Course** - \$1,500
- **Town Promotional Items for giveaways/contests** - \$300-\$500

#### Other Priorities:

- **Push for address changes in new neighborhoods & Anson Retail District** – work with Planning Department, developers, U.S. Postal Service, Town attorney and lobbyist
- **Concentrate on promoting Legacy Core Revitalization Efforts** – 2<sup>nd</sup> half of the year, springboarding off new brewery and Big 4 Trail. New signage at trail head, events on Big 4 Trail? Trick or Treating on the Trail? Begin 'Moontown Mondays' business workshops/meet & greets for Legacy Core businesses?
- **Continue to procure positive media coverage for Whitestown & Whitestown Businesses** by consistently finding and pitching positive story ideas to local print & broadcast media
- **Continue to build the Town's social media following**